



Wireless That Just Works

JOB DESCRIPTION – Regional Sales Manager

Location: Sao Paulo, Brazil

Date: March 8th, 2021

Department Description

The primary purpose of this position is to provide leadership in Wi-Fi business development, driving customer decision making through comprehensive solution selling that significantly increase their Wi-Fi Sales.

This role is responsible for recruiting new Wi-Fi partners, on-board them and provide all necessary tools for them to succeed.

The position also develops strong relationships with industry leaders and influencers in the Wi-Fi space; leads, documents, and communicates the creation of innovative solutions to sell.

Scope of Responsibilities & Position Expectations

Strong communications, business/marketing, financial, and computer skills are required.

1. Knowledge of Managing Channels

- Understands Wi-Fi market. Knows industry trends and how to leverage and build channels to capitalize on trends.
- Establishes relationships within the Country in the Enterprise channel ecosystem; Distributors, VARs, System Integrators and other application partner solutions.
- Proven partner evaluation and management
 - Set goals measuring and driving performance of the partners.
- Coaching and adding value to Channel Partners in order for them to continue growing their percentage of Cambium Wi-Fi solutions.
- Developing, monitoring, and growing in country channel footprint.
- Maintaining relationship with Distributors and VARs.
- Execute a regional channel plan;
 - i. Evaluate and measure market. Ensure we have new distributors and new VARs to address all relevant Vertical Markets in whole territory under his/her responsibility.
 - ii. On boarding of new partners and distributors including sales training.
 - iii. Fill out and maintain Matrix of current channel coverage against upcoming/new products. Identify gaps and fill to ensure maximum sales.
 - iv. Regular reviews and meeting with Channel management in order to drive business.
 - v. Manage channel program.

- Coordination of Key account and Indirect business activities in close cooperation with the Regional Sales Managers.
2. Strong Direct Sales and Account Management Skills
- Ability to create, own and deliver the annual sales plan.
 - Industry experience in the following sectors: Telco, local Gov't, WISP/Carrier, Security, Utility, Military.
 - Ability to identify and manage multiple business opportunities at the same time. – existing and new.
 - Understand and communicate the company's value proposition and culture of high ethics.
 - Self-starter/self-motivated and generating demand versus simply managing a number.
 - Solution Selling Skills
 - The ability to sell broadband solutions within different technologies and into multiple vertical markets:
 - i. Outdoor Broadband hardware integrating Voice, Video & Software within IP network
 - ii. Ability to quickly grasp customers business needs and apply outdoor Broadband technology as a integral part of customers IT solution
 - Understanding 'application' requirements in multiple verticals: Service providers, military, enterprise, local government.
 - Leverage internal teams: marketing, product, direct sales, legal, supply chain, finance
 - Close working with Demand Generation team to build and execute a suitable regional marketing plan:
 - Build ideas and input to the Demand Gen planner.
 - Define target markets and necessary campaigns.
 - Prioritize budget spending.
 - Approve channel Co-op funds.
3. Deep knowledge of Wi-Fi technical and commercial aspects;
- Understand and articulate technical characteristics of Cambium Wi-Fi portfolio including MIMO, DSO, OFDM modulation techniques, WLAN and other relevant standards.
 - Commercial track-record of driving wireless sales plan in Latin America.
 - Sensitive to potential new markets/segments.

- Capturing new product enhancements and requirements. Input into Product roadmaps and competitive information.
 - Lobby necessary government agencies in territory to support products approvals.
 - i. Monitor government legislation and frequencies allocations to promote Cambium products.
4. Excellent interpersonal and communication Skills
- Proven relationship builder with channel and end customers.
 - Energetic “start-up” mentality but corporate ideology.
 - Strong negotiation skills.
 - Presentation skills.
 - a. Executive level presence.
 - b. Confidence in technical and commercial aspects.
 - c. Authority interacting with end customers.
 - d. Interact with C-class executives (business leaders) Government ministers as well as sales and technical teams within channels.
 - i. CEO & CTO down to the Engineer.
 - ii. Versatile communication skills.

Knowledge/ Skill Requirement

Key qualifications:

- Native Portuguese speaker and fluent in English – Spanish also desired.
- Willing to travel 80% of working schedule.
- Cultural sensitivity to the different business practice in each country.
- Strong organizational, multi-tasking, and time-management skills.
- Team player able to navigate internal organization and leverage support teams in order to deliver sales plan and commitments to customers.
- At least 3 years of experience in Wi-Fi industry preferably with a Wi-Fi vendor.
- Independent worker.
- Proven achiever, goal and results oriented.